

REP HEADLINE# 6277931
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399
CREDIT ADVISORY: AGENCY
ORDER WORKSHEET

FAX# 703-516-9680
CREDIT RISK !!
HARRIS REPORT FROM REP
AUG14/12 12.2
*** WFLA-TV ***

ADV # ADV. NAME ISS/CO PLUS ASSOC. SENATE
AGY # AGY. NAME MENTZER MEDIA SERVICES, INC.

600 FAIRMOUNT AVENUE, SUITE 306

TOWSON, MD 21286

REP. # OFF. # SALESMAN #
BUYER NAME ELISE CLOYD

SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # CONTRACT # 6277931

CLASS: NATL. LOCAL REGIONAL

PRDCT 60 + ASSOCIATION (SEE EST#1905 COMMENTS: (LINE, ORDER, INVOICE))

FLIGHT DATES AUG22/12 AUG28/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED

DATE AUG14/12 12.20

REP: NEW ORDER
TTL \$9,950 @6X
PLEASE CONFIRM
THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ALL STATIONS USING ELECTRONIC INVOICING - AGENCY IDB #1021
AN ELECTRONIC INV. WEBSITE "EMEDIA TRADE-INVOICING" IS ALSO AVAILBLE
FOR THIS AGENCY. THE IDB# FOR THE WEBSITE IS: EMT12009
60 PLUS ASSOCIATION - SENATE IDB #1021, TV INVOICES #9912736

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LINE# : REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS : WEEK : DAYS : TOTL :
: LINE# : : : : : : : DATE : DATE : /WK : INVT : : SPTS :

AGENCY ADVERTISER CODE =
AGENCY PRODUCT CODE =
AGENCY EST# = 1905

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			600P-630P	30		\$2,000.00	8/22	8/23	2		W-TH	2
PROGRAM : 6P NEWS CON COM1 : 6P NEWS												
2			700A-900A	30		\$950.00	8/25	8/25	1		SAT	1
PROGRAM : SAT TODAY CON COM1 : SAT TODAY												

Handwritten signature/initials

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
3			600P-630P	30		\$1,000.00	8/26	8/26	1		SUN	1
PROGRAM : SUN 6P NEWS												
CON COM1: SUN 6P NEWS												
4			600P-630P	30		\$2,000.00	8/27	8/28	2		M-TU	2
PROGRAM : 6P NEWS												
CON COM1: 6P NEWS												
AUG/12 \$5,950.00 SEP/12 \$4,000.00											CONTRACT TOTAL \$9,950.00	
											TOTAL SPOTS 6	

MARKET TOTALS \$34,050 WFLA 29% WFTS 25% WTSP 21% WTVT 16% WTOG 0% WTTA 0% WMOR 0%
 WMOX 0% WXPX 0% WWSB 9% CABL 0%
 SHARES ACCURATE EXCEPT WTSP WHICH IS ESTIMATED.

SVC- NSI
 DEMOS- RAS0+*

Mentzer Media Services
 600 Fairmount Avenue
 Ste 600
 Towson MD 21286

60 Plus Association / Issue
 Submission Number 723 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: 60 Plus Association / Issue	Submission Cost: 9950	Campaign Ref: E:120814108
Buyer: ..	Client/Product/Estimate: . / . / 1905	Sales Rep: HRP Washington, DC
Schedule Dates: 08/20/12 to 09/02/12	Weeks: 2	Order Ref: 06277931
Est/PO Number: 06277931	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: 60 Plus Assoc / Senate	Booking Group: WFLA	Key Market: Tampa-St. Petersburg, FL
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/20	08/27	Total	Cost
1	M-F 6p News ..WT...	02	2000	30 Comme	Nbr of Spots	2		4000
2	Sat 7a Today ShowS.	02	950	30 Comme	Nbr of Spots	1		950
3	Sun 6p NewsS	02	1000	30 Comme	Nbr of Spots	1		1000
4	M-F 6p News MT.....	02	2000	30 Comme	Nbr of Spots	2		4000
Weekly Totals: Total Spots(Ord Spots)					4	2	6	

Grand Totals				Month 8 Weeks: 4		Month 9 Weeks: 5	
				08/20		08/27	
Spots				6		4	
Cost				9950		4000	

Grand Totals: Spots: 6 Gross Total: 9,950.00

Commission:	1,492.50
Net Total:	8,457.50